

Utah Chamber of Commerce Exhibit As a Big Educator

WHERE is the Utah Chamber of Commerce? Have you visited the Chamber of Commerce exhibit? Ask these two questions of any 10 people in Utah and note what the answers will be. Possibly one will be able to give some vague idea of its location; "down on Third South street somewhere" will very likely be the answer, while it is questionable if one of the group will be able to answer in the affirmative to the second query. So much for the appreciation of this splendid institution, on the part of the people it is destined to benefit most—the people of Utah. Yet, strange though it may appear, few visitors to the city consider sight seeing completed until they have first visited the chamber of commerce exhibit of the state's natural, agricultural, horticultural, and manufactured products. Last year (1907) 55,000 visitors placed their names upon the register of the institution. Fifty-five thousand people; mostly strangers to Utah, and hailing from all parts of the civilized (and some from the uncivilized) world, visited and saw there the material glory of Utah, the marvelous wealth of the mines; the splendid variety and superb quality of her products; the wonderful possibilities in agriculture; the rich products of her mills, and factories; the handwork of her school children; the record of her achievement along educational lines; music, art, drama, literature; the splendor of her scenery; her mystic wonders; her birds, and animals; and in short, Utah as she is; and not as they thought she was!

And from here they have gone to their homes; each one a missionary for Utah, disabusing the minds of their less fortunate friends and associates of some of the erroneous ideas that had found lodgment therein, and which their personal visitation had qualified them to dispel, and in some cases being so favorably impressed with Utah as a home, as to impel them to take up their future abode therein, thereby adding to the state's strength and greatness. Surely an institution of such manifest good as an advertising medium for all parts of the state, must receive the hearty approval and earnest support of every citizen.

STORY OF THE EXHIBIT.

The story of the present chamber of commerce exhibit dates from the fall of 1904. At this time the Salt Lake Real Estate association, comprising some of the leading men engaged in that particular line of business, in this city, realizing the many benefits to be derived to the community from having an attractive exhibit of the marvelous resources of the state, easily accessible to visitors, secured the lease of the building at 15 West Second South street, comprising some 2,500 feet of floor space, established the office of their secretary therein, and by dint of hard, persistent effort were successful in assembling a very creditable showing of the state's natural resources.

For two years the exhibit was kept open to the public, through the earnest efforts of the Real Estate association. In the meantime the spirit of organization had been growing upon other business men of the state and in the fall of 1905, there was organized the Manufacturers & Merchants' association of Utah. The object of this latter organization, as set forth in its articles of incorporation, was to encourage patronage of the local factories and stores, to promote the development of the resources of the state; to combat the pernicious habit, so detrimental to every intent, of buying through the mails; and to encourage capitalists and home-seekers to investigate what Utah had



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to offer them. For a time the headquarters of the "M. & M." as it soon became known, was located in a small store room on West Temple street, and here an exhibit of "home manufactured" goods was established, and maintained. The needs, however, of bigger and better show rooms, to which strangers could be taken with a reasonable degree of pride, and in which they might spend an hour or such a matter in comfort, and in learning of the many splendid advantages of the state, was apparent to all.

ALL UNDER ONE ROOF.

At this time the Utah State Fair association was occupying somewhat cramped quarters at No. 18 east South Temple street, a location not well suited to the needs of an institution of that kind, and the board of directors felt the necessity of securing better and more commodious quarters. The ever alert James G. McDonald, president of the state fair board, saw at once the advantages to be derived from getting the various public bodies under one roof, and through his personal effort in taking up the matter with the Real Estate association and the Manufacturers & Merchants' association, the rooms at present occupied by the joint associations, at 56-58 west Third South street, and known as the Chamber of Commerce, were secured, and together the three associations moved into their new home, Aug. 1, 1906.

Later the state board of horticulture established its headquarters therein, and at the present time the horticultural display is one of the finest features of the exhibit. For the purpose of bringing visitors to the city, into closer touch with the institution, the "Seeing Salt Lake" cars have also established their office in the building,

which is made the terminus of the trip around the city.

SOME OF THE EXHIBITS.

Upon entering the building the visitor is impressed with the attractiveness of the interior arrangement. Spanning the entire width of the room, a distance of 51 feet, dented and colored to make it appear as much like the original as possible, is a paper mache reproduction of the great Augusta natural bridge, located in San Juan county, Utah, in the section of country recently set aside, by President Roosevelt, as a public park. Surmounting the bridge, directly in the middle, is a splendid specimen of the American eagle, clutching a weasel in his strong talons, and with wings slightly spread, and beak elevated defiantly as though resenting some unwarranted intrusion upon his private repast. Creeping out toward him from left and right respectively are seen a vicious looking wild cat, and gaunt, hungry Rocky mountain wolf. Directly beneath the bridge is a tank of Utah fish, rainbow trout, brook trout, chub, bass, etc., and directly beyond the tank a line of elk, deer and fawn, confronts the visitor.

On the west side of the room proper, which covers nearly 8,000 feet of space, is the mineral exhibit, showing the tremendous wealth of Utah's mines, together with specimens of the different kinds of stone, to be found in her hills. A coal and lead-silver mine, in miniature is another feature. Arranged along the walls on this side are long rows of show cases in which are displayed the drawings, paintings and manual training products of the school children of the state, and at the extreme end of the road is placed the art room, now converted into a bird room. Here are exhibited all kinds of Utah birds and insects, together with a few

rare animals loaned to the institution through the courtesy of the management of the Deseret museum.

On the east side of the room beginning at the front comes first the horticultural display; Utah fruits, nuts, honey, cotton, silk, etc., are set off to advantage in handsomely designed old mission finished show cases, while unique pyramids, extending from the floor to the ceiling, show off the canned products of the state. Following the horticultural display comes the exhibit of Utah made goods, suitably arranged in glass cases, showing the natural resources of the state; sulphur, salt, gypsum, chemicals of all kinds, set out in attractive manner, with native animals and birds distributed among the whole, making of the room a veritable wonderland. In the north end of the building is a rest room for ladies, in which is placed a large frame enclosing a collection of rare photographs and drawings type of early scenes in Salt Lake City, and events connected with the history of the settlement of the Salt Lake valley, that furnish most interesting observation.

ALL ARE BOOSTERS.

In addition to all this the offices of the State Fair, the Real Estate association and the Manufacturers & Merchants' association, assume conjointly the functions of a chamber of commerce, for answering inquiries both verbal and written from the public, and conditions in any part of the state. It would seem reasonable to suppose that each university, college and school, of Salt Lake City at least, would have made the chamber of commerce a source of their native state, but up to the present time there has been a remarkable spirit of indifference shown upon the part of the schools of the city, and state. Some of the more enterprising teachers have brought their pupils to spend an hour in the building, viewing its "nature lessons," but the great majority are as yet in ignorance of its very existence.

INDIFFERENCE SCORED.

Of the merchants of Salt Lake City it is questionable if one-tenth of the business men even know where the exhibit is located, a not very complimentary bouquet to the Salt Lake business man, but a true one nevertheless; in view of such indifference how is it to be expected that he will contribute his mite to the maintenance of such an exhibit. The Utah manufacturer, the man of all men, who needs every possible advantage in getting the people interested in his manufactured products, surely he will be one of the institution's most ardent supporters!—Will he? Not if history counts for anything. Up to the present time eight out of every ten manufacturers in the State of Utah, have failed to contribute so much as a dollar toward its maintenance, and one out of each of the other twain has wanted to know exactly wherein he was going to get 10 back for every \$1 invested. I appreciate the fact that many will resent this statement, but it is a fact that not over 15 manufacturers in the entire state have manifested enough interest to even place their product on exhibition in the chamber. Yet they will appeal to the people to patronize "home industry," while outside firms are spending thousands upon thousands of dollars annually, in devising ways of getting their wares before the local public, and with most fervent emphasis they will commend the good work of the M. & M. and kindred organizations, but ask them to assume their proper share of the burden and note the change of attitude. Merchant after merchant throughout the state has commended the M. & M. for instance, for its splendid fight against the big "mail order"

house of the east, and a splendid work it has been, and right well have the newspapers assisted in the fight, but ask the same merchant to contribute his \$1 a month towards the maintenance of the chamber and the continuation of the fight, or to give an occasional ad to the newspaper, by way of compensation for the service received, and you will find the response far from satisfactory.

What is the result? What must be the result where a people fail to appreciate the advantage of such an institution in their midst? Just this, the few who up to the present have been bearing the burden of the many, are tiring of the same. They feel, and justly so, that the state through the State Fair association and the state board of horticulture, has done its full share; that the Real Estate association, which is only a local, or city organization, has done more than its share toward perpetuating an institution that is of benefit to the whole state; that the limited membership of the Manufacturers & Merchants' as-

sociation, has done all that in reason can be asked of it, and that now it is up to the business men of the entire state to "put up, or shut up," for it is not at all unlikely that the very near future will witness the passing of the Utah Chamber of Commerce exhibit—unless, well unless the manufacturers and business men of the state desire it to be perpetuated, and make their desire known in a more material way than has characterized their attitude of the past.

LON J. HADDOCK.



If You Must Drink

before you can do business. If you have that feeling that you cannot eat, sleep or concentrate your mind on your work until you have a drink of liquor, you are not normal. And if abnormal, you are diseased. You are a victim of the disease of inebriety. This does not necessarily mean that you are often carried home drunk, or even that you stagger, but it means that your nerve cells have been created and have lived under the influence of alcohol until they cannot perform their functions naturally and painlessly except under its influence, and because your nerve cells are not performing their functions—your mind is sluggish, you concentrate your thoughts with difficulty and forget things you should remember, you are subject to attacks of melancholia and depression, when everything goes wrong, you probably have a capricious appetite, and what you eat is not well digested. You suffer extreme nervousness and many other symptoms of the disease.

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